
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

Attorney Docket: 01377

TITLE: "Advertising and Content Management Systems and Methods"

**37 C.F.R. § 1.111 RESPONSE TO
JUNE 28, 2010 OFFICE ACTION**

Commissioner for Patents:

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed June 28, 2010. The Assignee respectfully submits that the pending claims distinguish over the cited documents.